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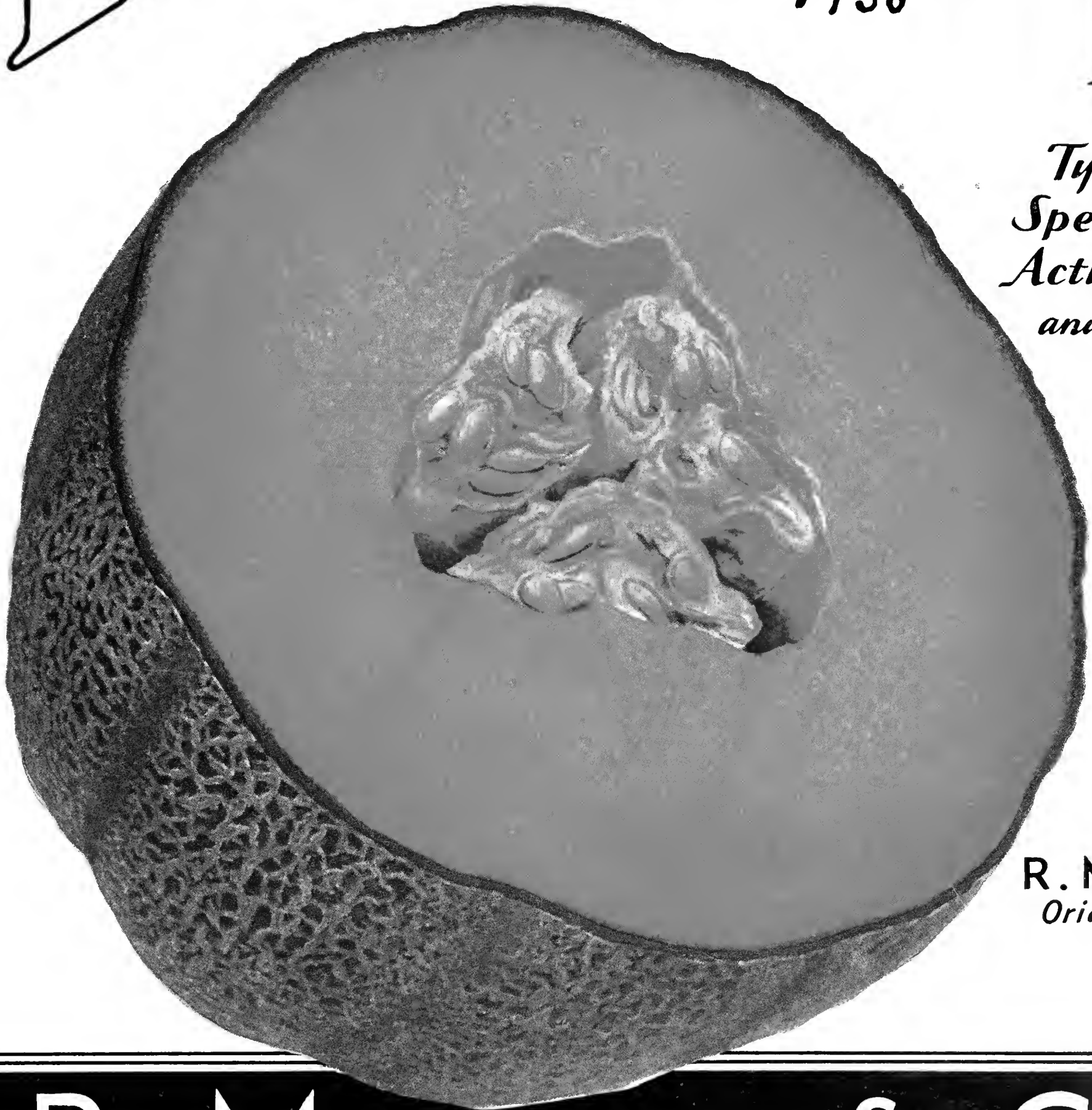
MORRILL'S

# Hearts of Gold

## Cantaloupe

1938

*Typical  
Specimen  
Actual Size  
and Color*



R. Morrill  
*Originator*

**R. MORRILL & CO.**  
*Seed Distributors* *Michigan's Largest  
Cantaloupe Growers*  
**BENTON HARBOR MICHIGAN**



# Why Morrill's Hearts of Gold Melon Leads All Others in Popularity

**Origin** We grew the first cantaloupes shipped to the Chicago market in 1872 on  $\frac{1}{4}$  acre and have grown them in a commercial way ever since up to 500 acres per year and during that time have originated three of the most popular market cantaloupes. The last one is the variety "Hearts of Gold." This variety was an accidental cross between the Osage and the Netted Gem in our fields about 1890 and combines the heavy gold flesh of the Osage with the heavy netting and tough, thin rind of the Gem or Rocky Ford as it is now known. It is about 25% larger than that variety, fully as uniform in size and equal as a keeper or shipper. Its delicious flavor and aroma excel either of its parents.

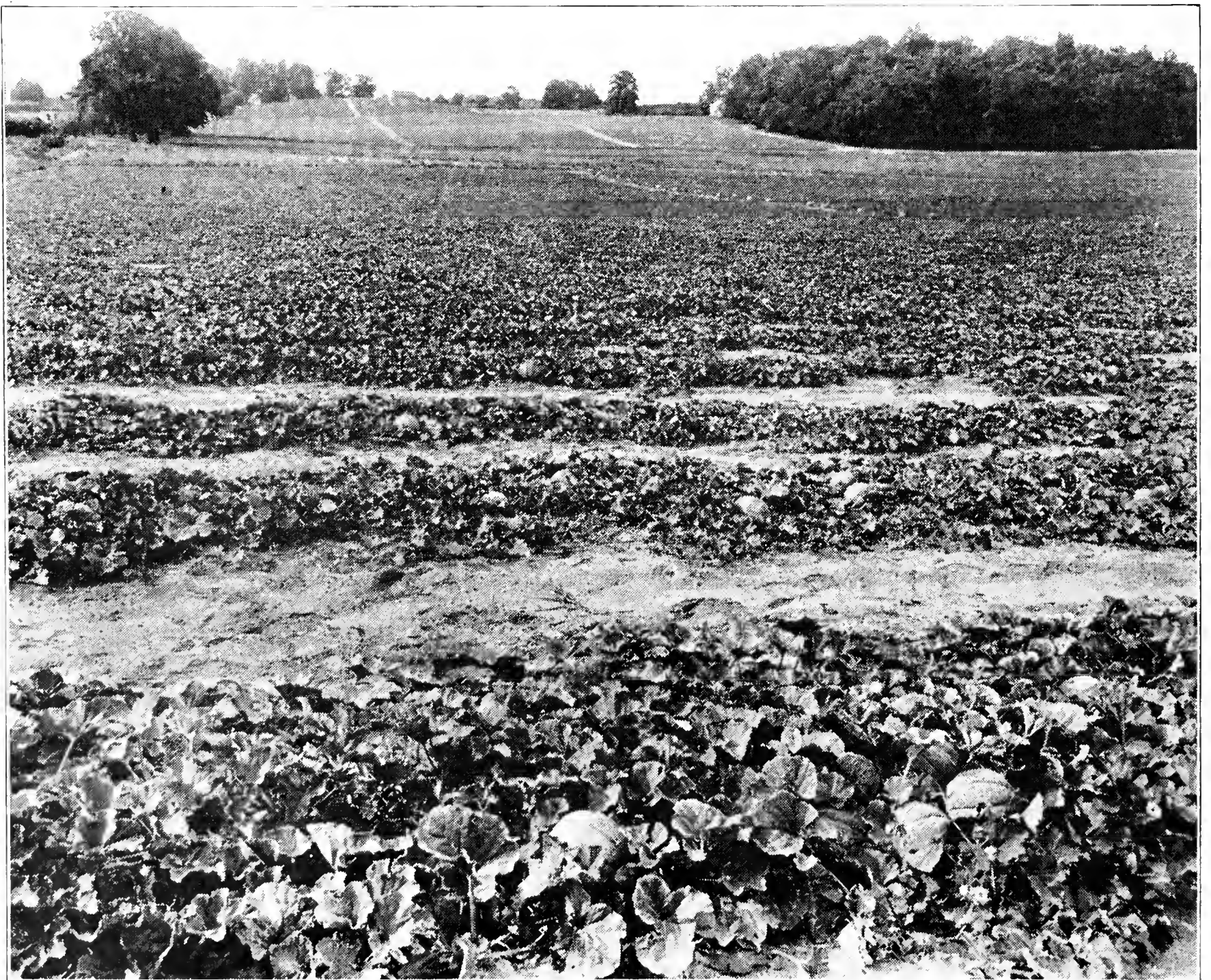
**Market Quality and Price** People will go farther and pay more for a good Hearts of Gold cantaloupe than for any other fruit grown.

Its field and marketing qualities are proven by the fact that for the past many years we have been able to sell to the most discriminating trade among the best hotels, clubs and dining car lines throughout the season.

**Early and Long Shipping Season** The Hearts of Gold is the earliest maturing strain of good cantaloupe, being a week to ten days earlier than the Pollock 10-25 or Burrell's Gem, commonly known to the trade as "Pink Meat."

The Hearts of Gold Cantaloupe is produced in 70 to 120 days from planting and will give daily pickings of fruit 30 to 60 days, depending on weather conditions.

We picked earlier and later than any grower of Hearts of Gold in this section.



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## ***Bred Up Resistance to Frost and Unfavorable Weather Conditions***

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While none of the melon family can be considered frost resistant, yet we have had a most surprising experience with Hearts of Gold. At least three times in past years when other leading varieties have been killed by late spring frosts Hearts of Gold alongside would only show a few frosted leaves and would pull right ahead and make a crop. We ascribe this quality to extreme early planting in our rigorous northern climate for more than 25 years which has bred a hardiness into them not possessed by any other variety.

**All seed is hand cut** and careful germination tests of the seed are made throughout the selling season.

They are the most resistant against unfavorable weather such as extreme drought or extreme wet weather of any known variety. Never develop bitter spot in the flesh like the Pollock during wet weather and seldom or never split at blossom end which frequently ruins a crop of the Pink Meats.

They will succeed on a wider type of soil than any variety we have ever seen and are certainly the highest quality cantaloupe ever produced.

The field and cropping quality of the Hearts of Gold is remarkable. In repeated tests alongside so-called rust resistant varieties they have held up with the best of them. In fact, we have secured practically the entire crop from our vines for the past ten years before the vines would falter or rust. In fact, rust has ceased to be a menace to us.

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## ***Thoroughly Pedigreed and Protected Against Deterioration***

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It is the most thoroughbred pedigreed type of melon in existence as we have been selecting our own seed from an ideal type as to size, form, and quality for more than 25 years.

### ***Ability to Hold Up in Transit***

The Hearts of Gold picked when ripe will stand up in good order without refrigeration under ordinary temperature a week or more and improve in quality every day. If properly packed it will ship by ordinary express up to a thousand miles and market in good condition. If shipped under refrigeration it is good for ten days' journey.

### ***Only One Source of Supply for Originator's Seed***

Please note that our stock of seed is limited and that there is **no other source** of supply for originator's seed.

**Sugar Content** For the past several years the Michigan State Chemist has made tests through the season for the sugar content of our Hearts of Gold and has reported that our Hearts of Gold cantaloupes have the highest sugar content in this large melon section of the state. Therefore we feel that we are offering you the **highest quality** there is to be had. We grow our entire seed supply, insuring purity of variety. We are constantly spraying through the growing season to avoid plant diseases and not just treating seeds on sale.

**Cantaloupes have been the best cash crop grown for many years in Southwestern Michigan. HEARTS of GOLD always come through with flying colors.**



# The Truth About Seed Breeding

## Real Seed Breeding

There is a vast difference between seed breeding and seed saving. Seed breeding, like stock breeding, is an art and is almost entirely in the hands of a few persons who have a genius for it, some of whom confine their efforts to a single product, finding therein scope for all their ideas and ingenuity. Every seed or plant specialist has learned that seed breeding and commercial seed production are directly antagonistic. The enthusiastic breeder of a fruit, grain or vegetable puts all his energy and genius into the production of a superior type, having for his aim a type that exists in his mind which makes it a personal matter, and in the course of time he fixes a type that is his ideal while perhaps another party far away and under different environment is developing quite a different type of the same product.

## The Why and How of Cheap Seeds

When a type satisfies the public so well that there is an urgent demand for it, commercialism steps in and dealers begin a systematic hunt for the cheapest source of supply, knowing full well that the average buyer is looking for something cheap and seed producers know several ways to accommodate the cheap trade. Catalogs offering seed as Hoodoo or Hearts of Gold will doubtless send Hoodoo.

## Climate and Growing Conditions a Great Factor

Seed breeding has taught us many lessons valuable to the farmer when once understood. For instance, the northern limit of successful production of any vegetable, grain, fruit or animal will produce the highest type and quality.

Seeds or plants for best results should always move from the North to the South.

The difference would not be noticeable in a few miles but take seed corn, potatoes or cantaloupes moved from Michigan, New York or Maine, into Georgia or Florida and they will produce a better crop of higher quality and ripen a week or two weeks earlier than the same variety grown at home. That week or two means all the difference between profit and loss. Again, Western growers have learned that grain, vine crops and potatoes grown without irrigation make much better seed than that grown under irrigation. The writer has had some valuable experience along that line in Idaho and Utah with potatoes and cantaloupes.

## For These Reasons We Warn Against Cheap Seed

"Pink Meat" type of cantaloupe has completely captured the best trade with the Hearts of Gold far in the lead where introduced. Already we hear with regret of plans to cheapen it by methods known to seedsmen but we shall continue to improve the variety by selection of perfect specimens from perfect vines.

## From an Illinois Grower

*Though an amateur in growing melons, my crop of Hearts of Gold was fine. I had a melon patch like your picture, no end to the melons and of the best. They had the sweetest and finest flavor. I never ate anything like them and the trade especially liked them. Please say this for me that anyone wanting a fine melon for table or for sale that there is nothing like the Hearts of Gold. I had poor success when I tried to save my own seed and also when I bought cheap seed called Hearts of Gold or Hoodoo. It surely was Hoodoo to my sorrow.*



*Spraying Melon Field. We spare no expense to keep our vines free from disease.*

# The Birth and Growth of An Idea

## Now An Accepted Fact

The past few years have certainly been eye-openers to every progressive farmer or gardener in the matter of seed breeding, and the comparative value of certain strains of grain, fruit and vegetables has been demonstrated in so many instances and in such an illuminating manner that shrewd growers are now giving most careful attention to the origin and history of the trees or seeds they plant. It has become the rule among good farmers to search for the best strain of seed instead of the old plan of looking around for the cheapest seed.

## A New Application of an Old Practice

Farmers have long been wise to the value of correct animal breeding, but have been very slow in applying the same sensible rule to their seed grain or vegetables. That time has passed, and now when a man plans to devote a certain number of acres to any crop, he gives careful attention to the variety and quality of seed to be planted, knowing full well that the difference in cost between the best seed obtainable and the cheaper grades is infinitesimal as compared with the net results to be returned in a few weeks or months.

## The Fight for Recognition of the Truth

Our Mr. Morrill was the first man to introduce the subject of bud variation in fruits and seed variation in plants in a public way. It was at a meeting of the American Pomological Society in Grand Rapids, Mich., in 1884, and the suggestion was suppressed in ridicule by some of the greatest horticultural experts of that time. But 16 years later he had the pleasure of

receiving the Wilder Gold Medal from the same society for the "Most Meritorious Horticultural Achievement" of the period, and this was captured with an exhibit and practical demonstration of varietal improvement in the Elberta peach from second generation of bud selection. Previous to that time he had demonstrated the value of the theory on potatoes and strawberries and had made a fine start on the improvement in cantaloupes.

## Rewards of the Efforts of Years

Since that time his improvement of the cantaloupe has met with eminent success, until finally Nature gave him reward in an accidental cross between two productions in our own fields of a variety so superior in every way that we have no expectation of ever seeing or growing anything better. For years we grew a large acreage of the other leading market varieties alongside our favorite, "Hearts of Gold," but our sales book invariably showed that the Hearts of Gold were returning from \$100 to \$250 more per acre than the other varieties, and many of our plantings ran from 125 acres up to 500 acres annually. A few years ago we dropped all other varieties. The object of this pamphlet is to introduce to you this remarkable variety in its purity.

## Know the Source of Your Seeds

The wonderful popularity of the true Hearts of Gold on the market has led to a great deal of misbranding by ignorant or dishonest growers. One can find all the so-called pink meat varieties with the brand "Hearts of Gold" on them, and the unsuspecting buyer frequently gets stung buying them. We are offering a source of supply of pure, reliable seed of Hearts of Gold.



*Healthy vines and fine Melons. Photo made in our fields just about the beginning of picking season.*



# Why Farming Does Not Pay—and How It Can Be Made to Pay

## **This is Plain Common Sense**

If farmers would reduce their present acreage of staple crops, seed down one-half their tillage land with clover, sweet clover, vetch or other legume, let it fall back on the land and re-seed itself until wanted again, and produce a short crop of high quality they would soon see what happens. A shortage of 25% in a food crop always puts the crop on a paying basis while a 25% surplus spells loss and disaster to the farmer. That is the truth. Now what is the answer? The answer is that 6,000,000 farmers in these United States are straining every nerve to grow more food than they can sell and blaming everybody but themselves for their hardship.

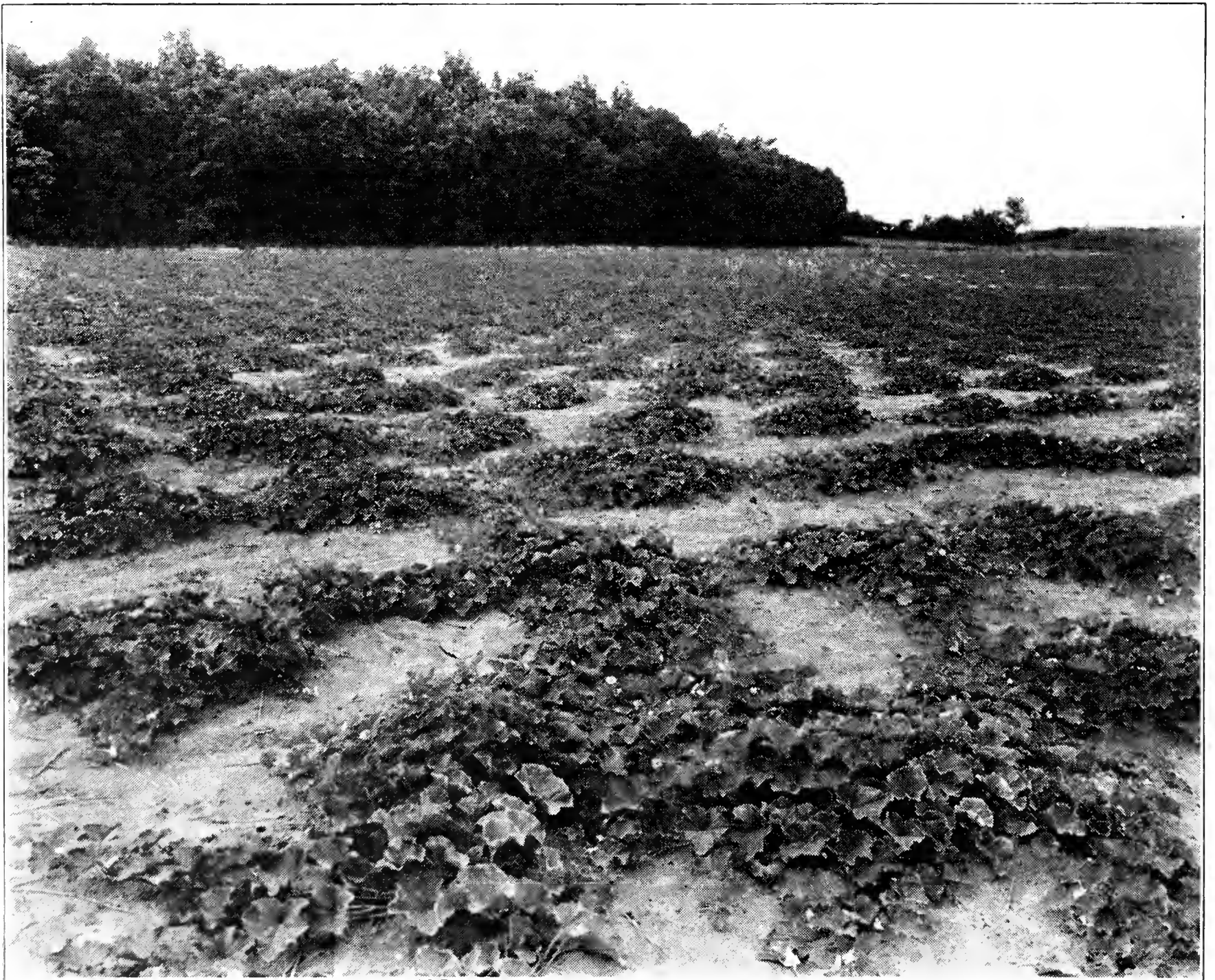
## **Farming for Profit**

We sincerely believe the farmer or fruit grower will derive a better profit from growing Hearts of Gold cantaloupes than from any other crop. Thousands of our friends and customers have made splendid profits by following the simple growing instructions as

outlined in the booklet we send you with an order for seed.

If you have some suitable land and are within reasonable distance of a moderate sized town your success is assured.

The cost of growing an acre in open field culture allowing yourself full wages should not exceed \$25.00 up to picking time. Under the glass and transplanting method they might cost \$75.00 per acre in labor and material. Planted 4x6 feet gives 1750 hills per acre. Damage by bugs, cutworms, etc., should not reduce final crop below 1500 hills per acre, and it is a poor hill that does not yield four fine melons. Many will mature 10 to 15 melons on good land and 10c to 15c each is a fair price for Hearts of Gold. They find ready sale anywhere as soon as sampled and their wonderful flavor discovered at from \$1.50 to \$2.00 per dozen. Do not think because common varieties will not always sell that the same is true of the Hearts of Gold as there is no fruit grown that has such a demand as Hearts of Gold where once introduced.



*A late setting—two months old.*



# Why Run The Risk of a Crop Failure?

## Good Seed is the First Factor Toward Assured Success

Of course our prices for seed are higher than other varieties because our cantaloupes sell for about double the price of any other variety and when we cannot get as much for seed as we can get for the fruit we will sell the fruit and forget the seed. When you know that the cost of Hearts of Gold seed is only 1/15 to 1/25 of

the expense of producing and marketing a crop and the character of your seed determines absolutely whether you shall succeed or fail with the crop, no further argument should be needed. There are still plenty of men who hold a nickel so close to their eyes that it obscures the view of the big round dollar within easy reach.

## The Roadside Market Has Proved to Be a Great Success

If you are located on a main highway or can get a location on one, you can no doubt do as well as our friends from Indiana who wrote us the letter at the right. You will find that a surprising amount of all sorts of farm produce can be sold at full retail prices.

Price List for Hearts of Gold Melon Seed Will be Found on Page 14

**Indiana.** Last spring I planted 10 lbs. of your Hearts of Gold. We have picked the patch now starting the fourth week and can hardly see where we have picked any melons. Today's picking ran over 100 bushels. Have had some 8 inches in diameter. Still have lots of large ones. We grade in five sizes and the two larger sizes make twice the bushels that the three smaller sizes do. Had a Purdue University man in the field the other day and he said it was the best patch he ever saw. I used 750 lbs. of 2-16-8 to the acre and of course sprayed well. We sure have the **quality melon**. Every customer around here is satisfied to the limit for quality. Never had a kick. Have sent out truck loads the like of which never was seen before.

**MARKET GROWERS JOURNAL**, National trade paper for vegetable growers, \$1 per year; \$2 for 3 years; \$5 for 10 years. Include this in your order.



Looking East in one of our fields. Packing houses in the distance.







*"Daddy" of the commercial cantaloupe game; shipped the first package of cantaloupes ever shipped into Chicago from a crop of one-fourth acre in August, 1872, and the 50th consecutive crop from the same farm in 1922 (160 acres). The last twenty crops were principally Hearts of Gold.*

# Plant Hearts of Gold for a Real Profit Crop

**P**LANT WHATEVER size plot you can manage, keep every cent from sales in a fund until sold out and you will get an agreeable surprise. Many of our customers report from \$200.00 to even \$300.00 per acre depending on location, soil and skill. Wheat, corn, potatoes and several other crops are not returning cost of production. Starting in April or May you can have a nice bundle of ready money by October from planting of Hearts of Gold and no other crop can possibly make such returns in 70 to 120 days.

These illustrations are intended to fix facts in your mind. Each one is from a photograph on our farm or in our own business. We are trying to do you a real service by interesting you in the Hearts of Gold and to bring to you forcibly that it is a wonderful production. It has received more enthusiastic praise and endorsement than any other fruit since the introduction of the Elberta peach.

Please note the illustrations carefully. Please note particularly the actual size photograph of the half melon on the cover, also the thickness and color of the flesh. Its diameter is  $5\frac{1}{4}$  inches and the seed cavity is  $1\frac{3}{4}$  inches diameter. The thick flesh is dense but tender when ripe, the rind is about the thickness of an orange peel and about as tough. The one thing which we

cannot illustrate or describe is the flavor and that is what puts Hearts of Gold in a class by itself and brings every customer back for more. The photo from which this engraving was made was taken on our melon farms, near

Benton Harbor, by Mr. A. B. Morse of the A. B. Morse Co. of St. Joseph, Michigan, printers of this catalog. We grow quantities like it and even better and improve them every year.



*Note the thick, yellow meat and attractive appearance of the originator's strain of Hearts of Gold Melons.*



*This engraving was made from a photo of one vine of Hearts of Gold Melons. There were 13 marketable Melons on the vine when the photo was taken.*

We of course cannot guarantee your crop, as poor results might come from adverse conditions over which we have no control.

We want to sell you some Hearts of Gold seed for home or commercial use. We want you to succeed with them and will furnish you complete cultural instructions and help you in any way we can. We want you to return to us for your seed each year as we are constantly improving the variety and protecting it from mixture and are extremely anxious that it shall not run out or deteriorate and lose its good reputation.

## New Crop of ORIGINATOR'S STRAIN Hearts of Gold Cantaloupe Seed Now Ready

Quality is exceptionally fine.

All growing and harvesting operations are under our direction and control.

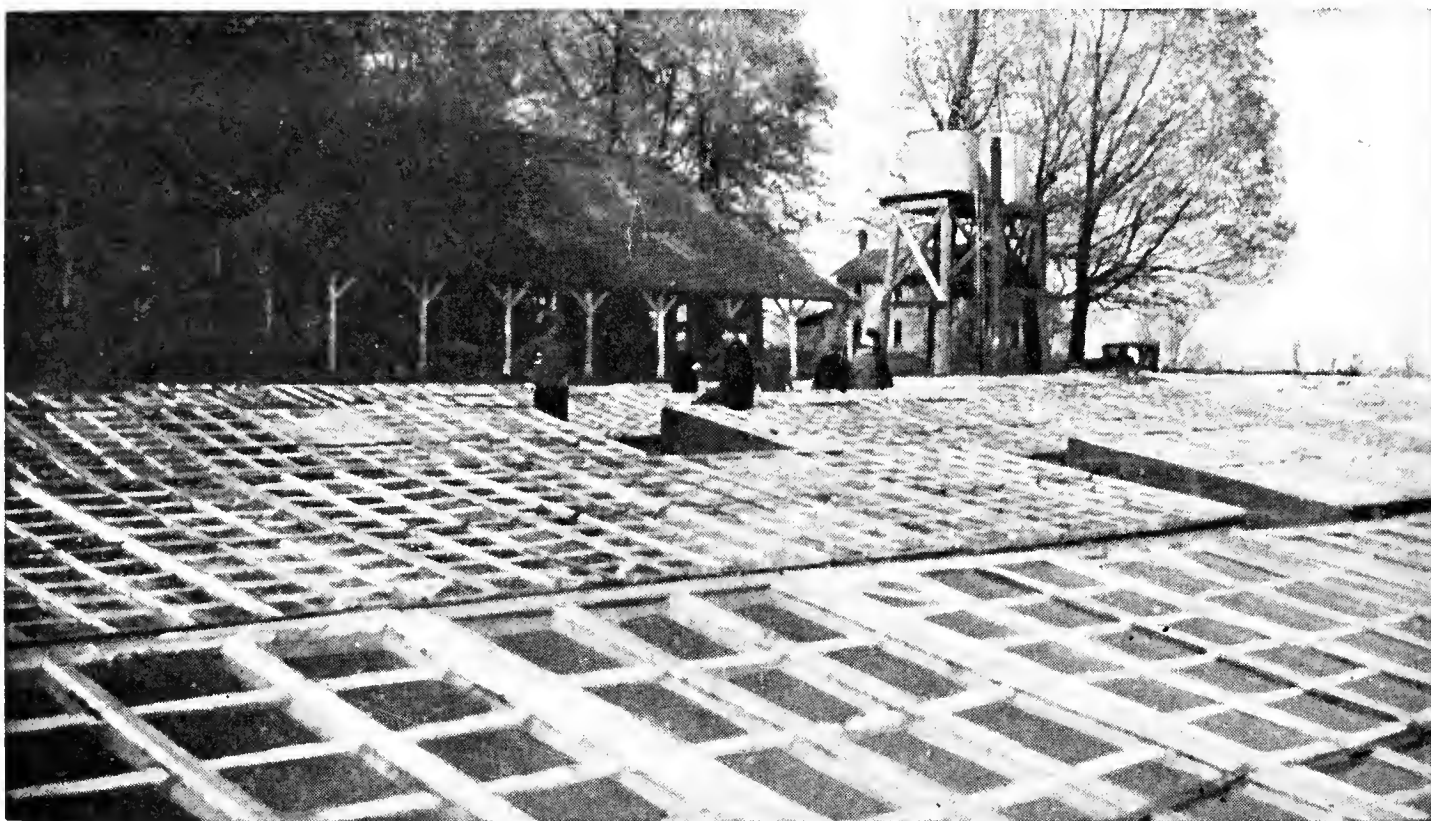
Seeding equipment is used for Hearts of Gold only.

Our fields are healthy and vigorous, plants having constantly been sprayed during growing season and no expense having been spared to keep this crop in a high state of production.

As the originators of this wonderful cantaloupe, Morrill's Famous Hearts of Gold, we have taken great pains to make seed selections of high quality and if possible improve our original strain.

Play safe by purchasing hand-cut Hearts of Gold Seed from Michigan's largest cantaloupe growers for fifty years and the originators of the Hearts of Gold.

Order early.



*View showing a section of hotbeds, under which are propagated the famous Hearts of Gold Melon plants. One of our packing houses and pumping plant in background.*

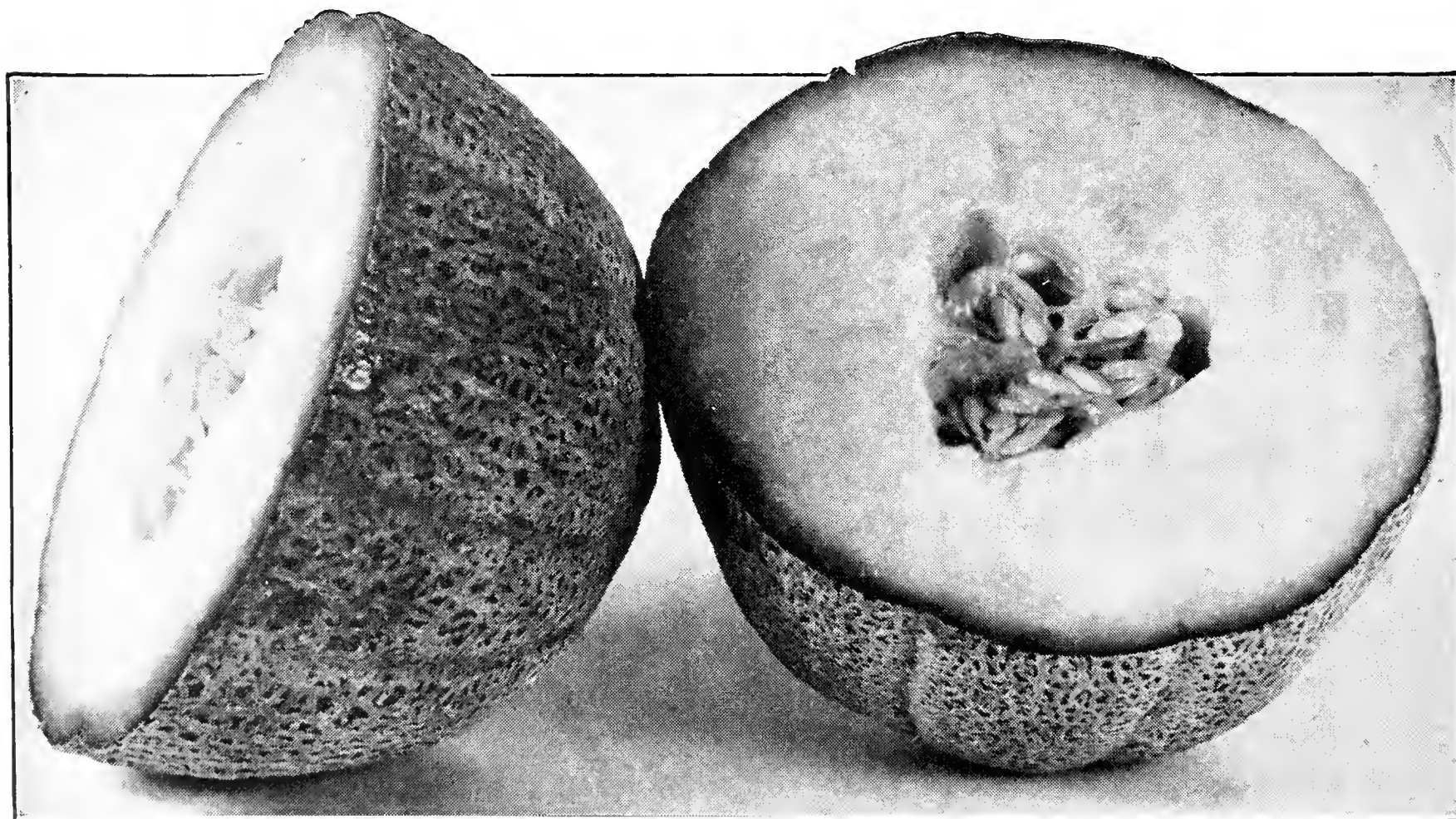
## For Early Crop and Bigger Profits, Start Your Plants Under Glass

The propagation of cantaloupes under glass for transplanting is along similar lines as the growing of early tomatoes for market. An art which has taken more than forty years of experiment and experience to develop to the accuracy of our practice today.

The results aimed at and usually secured are as follows: First, twenty to twenty-five days gain in earliness. Second, a **full stand** in the

field preventing loss of land and fertilizer through an imperfect stand. Third, the production of a **heavier meated, better netted and higher flavored** melon than can be secured through open field culture. We know these results are secured through the transplanted plant that has been properly grown under glass.

See page 12 about our free booklet of instructions.



*Hearts of Gold Melons are positively the best and most rapid selling market variety.*



# Kind Words From Our Growers

We are pleased to publish a few letters on the following pages from customers to whom we have sold Hearts of Gold Melon Seed. These letters all come to us absolutely unsolicited and believe you will be interested in reading them. We hope to have your order for some seed this season and are sure you will be greatly pleased with the melons. Please note the Hearts of Gold are grown in all parts of the United States.

**Alabama.** Have been growing melons for twenty-five or thirty years and have never had any as good as your Hearts of Gold. Last crop fine as I have ever seen, sweet and would fairly melt in my mouth.

**Arkansas.** My Hearts of Gold bore good crop of fine quality. Always find ready market for them. Sell all hotels and cafes here and have done so for years as they wont use any other variety.

**Canada.** Have been growing your Hearts of Gold for years also our neighbors and demand has grown each year. They are very fine and true to type.

**California.** Have grown your Hearts of Gold both here and in Oregon and have found them just what you claim and hope shall never be without them.

**Colorado.** Hearts of Gold raised from seed purchased from you I have found to be the best that I have ever tasted.

**Delaware.** Hearts of Gold from seed purchased for my large acreage last season were very satisfactory so am again enclosing a similar order.

**Delaware.** Had fine results from your Hearts of Gold seed, good vines, good set, large size and one of the best crops I have had in five years.

**Illinois.** Began growing Hearts of Gold twenty years ago and never have seen their equal in quality.

**Illinois.** Have had good luck and always good crop with your Hearts of Gold seed.

**Indiana.** Have grown your Hearts of Gold melons three seasons and had fine luck with them, lots of melons on vines, picked them on full slip and got more per crate than for any other kind.

**Indiana.** Have been planting your Hearts of Gold melons for five years and they are the best selling melons that I have ever raised.

**Indiana.** Although I had raised an abundant crop from your Hearts of Gold seed and melons a delicious quality, I decided that your price was too high and decided to buy seed from a local seed dealer at ten cents per ounce but I have not had any melons since and this year am glad to send you my order.

**Iowa.** Have bought your Hearts of Gold seed and also recommended same to different parties for twenty years for have found them TRUE to NAME.

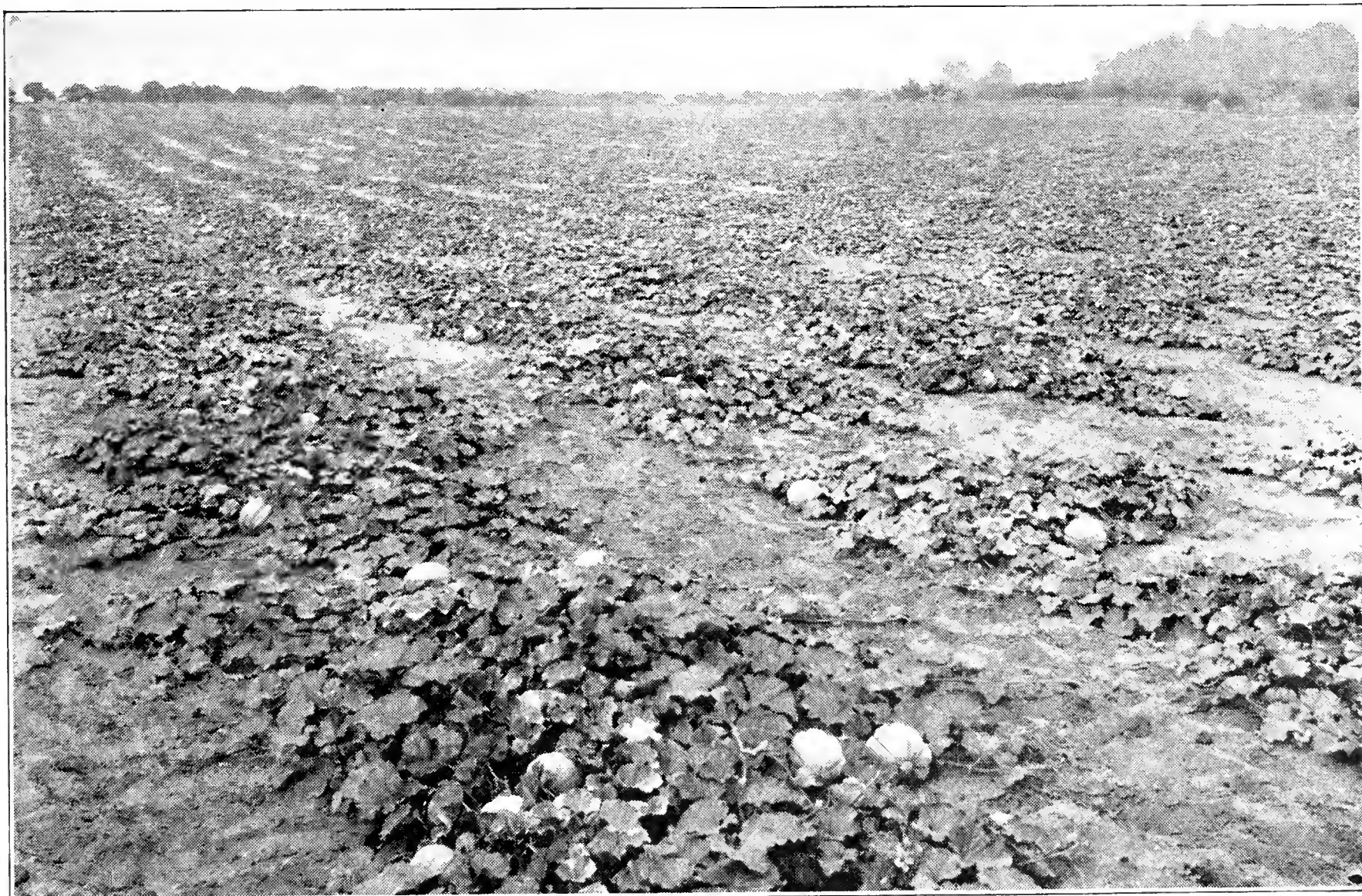
**Iowa.** Again am enclosing Hearts of Gold seed order for I could not do without them each year.

**Kansas.** Through the years your Hearts of Gold seed has given better satisfaction than any I have ever grown.

**Kansas.** Grew your Hearts of Gold for three years with good results coming to you each year for seed. Then tried to save my own seed but did not have good results and so enclose an order for some of your seed.

**Kentucky.** Have grown Hearts of Gold melons from your seed and don't want seed from any other grower from now on. No comparison. Last year I bought some Hearts of Gold seed from a local dealer knowing at the time that they were bootlegger seed. There was not a melon equal to those I grew from your seed. No more of that for me. Am advising all those who raise melons to plant your Hearts of Gold seed.

**MARKET GROWERS JOURNAL**, National trade paper for vegetable growers. \$1 per year; \$2 for 3 years; \$5 for 10 years. Include this in your order.



Field of Hearts of Gold Melons. This photo was taken on the Morrill farms. Note the excellent foliage growth. The field was sprayed six times, hence entirely free from rust.





**Louisiana.** Always have good luck with your Hearts of Gold seed.

**Maryland.** Have grown Hearts of Gold from your seed for the past twelve years and have always found them good.

**Maryland.** In my large plantings have had very good success with your quality of seed.

**Maryland.** Am just as proud of your extraordinary business service and accommodations as I am of your special TRUE-TO-NAME seed. Have been buying seed from you for nine years and it has always been good and straight. Had good crop again this year. It pays to plant good seed.

**Maine.** Thank you for growing instructions sent with my order for Hearts of Gold seed. Tried to follow your directions, growing under glass, spraying several times, etc., and had a very heavy crop of extremely fine melons.

**Massachusetts.** Your Hearts of Gold melons are a wonder and I must have them on my roadside stand on the Boston Post Road.

**Massachusetts.** Have saved money on my cantaloupe seed the past two years but it has lost me SALES. If people want Hearts of Gold it will pay grower better to grow Originator's Strain Hearts of Gold.

**Michigan.** Think Hearts of Gold the very best cantaloupe grown, surpassing the Osage. I need no other variety.

**Michigan.** Have planted Hearts of Gold three years. Last year's field was surely a picture.

**Michigan.** Could not begin to tell you the number of years we have planted your Hearts of Gold seed and with wonderful success and the ASSURANCE we are starting melons that are free from disease.

**Michigan.** Hearts of Gold are best melons we have ever had. They stay firm and sell well.

**Michigan.** Last year I could not afford to buy your Hearts of Gold seed so bought some at \$1.40 per pound and they produced everything. This year I saved enough money so I could buy your seed.

**Michigan.** Our experience with the Hearts of Gold leads us to consider it an outstanding variety for market. Plants raised under glass mature early enough for the resort trade which is a very desirable quality.

**Minnesota.** Raise Hearts of Gold melons here that no one else can duplicate as they do fine under glass.

**Missouri.** Have planted your Hearts of Gold melons the past fifteen years and have never found anything to equal them in quality or production. Sold them to one merchant the entire season with the agreement that I would give him two melons for every bad one and I never had to make one good.

**Montana.** Have used Hearts of Gold seed for years and have never had a failure. We ship to distant cities from our "Garden of the Rockies" as this valley is called.

**Montana.** Have been raising Hearts of Gold for seven years, increasing acreage every year. They were wonderful last year. Sold melons on 9th day of August, not bad for Montana. They net \$175.00 to \$300.00 per acre, depending on season.

## Valuable Booklet Free!

With each sale of seed amounting to \$1.00 or more, we will furnish a valuable new pamphlet containing new information on care of plants and prevention of new vine troubles prevalent in recent years, complete and up-to-date instructions on the methods for the propagation of Cantaloupes under glass for transplanting; also for open field culture. This pamphlet also contains complete information regarding diseases and insects injurious to this plant, with best means of control. Also some marketing information and hints valuable to the commercial grower or private gardener.



**New Jersey.** Yours are the only seed I can get that is true-to-name.

**New Jersey.** Have had very good luck with your seed. From six or seven acres last year I sold 3000 bushels and they topped the market for price.

**New York.** Hearts of Gold are best cantaloupe on earth, delicately flavored, deliciously satisfying.

**North Carolina.** Am glad to say that your Hearts of Gold melons are the finest I have ever grown. From one acre I sold \$275.00 worth besides what we gave away or used. I have melons every year and do not want to plant any other variety.

**Oregon.** Your Hearts of Gold are all you claim and much more and I hope to become an extensive grower in the near future.

**Ohio.** Have grown Hearts of Gold for many years. From one-half acre last year I sold \$100.00 worth.

**Ohio.** Have grown your Hearts of Gold for the past eight years. Get our seed direct from you because we know they are true-to name, superior quality, even in size, good crops and customers well pleased.

**Ohio.** Have tried several kinds of cantaloupes but have found nothing that will compare with your Hearts of Gold. Will never raise any other variety as long as I can get your seed.

**Pennsylvania.** Your Hearts of Gold are the finest flavored of any melon we have ever raised. Last year one of our patrons told us if he could raise melons like that he would not bother to raise any other crops.

**Pennsylvania.** Have been growing cantaloupes a number of years, using several varieties. After trying a few pounds of your Hearts of Gold one season we stopped experimenting on seed or varieties and used Hearts of Gold, this in a section where not many cantaloupes are grown. We live off the hard road but every year we are surprised to see our old customers and many new ones come with a word of praise for Morrill's Hearts of Gold.

**Pennsylvania.** Have been raising Hearts of Gold melons for ten years and have found them far superior to anything in the cantaloupe line.

**Pennsylvania.** Have been growing melons for FORTY YEARS and have never had as PURE A STRAIN of melon as I have had since buying your seed. They certainly are a wonderful melon.

**Virginia.** Have been growing your Hearts of Gold for five years and they are the best I have ever grown. I never have enough to supply my trade.

**Washington.** Have been planting your Hearts of Gold for three years and find them the best variety.

**Washington.** Experience with Hearts of Gold very satisfactory and think that there is no better variety.

**Washington.** Hearts of Gold do fine in Washington and I think they are finest melon I have ever eaten.

**West Virginia.** Our soil and climate here suit melons. Hearts of Gold do fine.

**Wyoming.** For several years have grown your Hearts of Gold and they grow to perfection here. Think I have the only true Hearts of Gold here or they are better at least than others. I am seventy-two years old and I have never tasted a melon half as good and fine as your Hearts of Gold. I do not raise any other variety.





## Farmers and Merchants National Bank and Trust Co.

**Benton Harbor, Michigan**

To Whom It May Concern:

It gives us considerable pleasure to recommend the firm of R. Morrill & Co.

This concern has been located in Benton Harbor for many years and has a national reputation for their products. They are worthy of confidence, and we gladly recommend them.

Yours very truly,  
F. P. ROSBACK, President.

## BE SURE TO SUBSCRIBE FOR Market Growers Journal

This fine journal is issued twice a month and is surely a complete, concise and reliable journal for all vegetable and fruit growers throughout the United States. Suitable for both the commercial and the amateur growers. Many special articles. General advertising dependable. Advertising rates reasonable. If you wish to keep up-to-date and abreast of the times you should surely subscribe for the Market Growers Journal. In order to make it convenient for you we are accepting subscriptions for this paper and you can include the order with your seed order. Price: \$1.00 per year; \$2.00 for 3 years; \$5.00 for 10 years.



## Price of HEARTS OF GOLD Seed

The price on Hearts of Gold seed can never be as cheap as other varieties, as it is a very light seeder, and sells so readily that nobody can afford to cut the melons for seed purposes at prices obtained for seed of other varieties. Amount of seed required if grown under glass, 1 lb. per acre; if field planted 2 lbs. per acre.

1 lb. Seed .....	\$3.00
1/2 lb. Seed .....	1.50
1/4 lb. Seed .....	1.00
Garden pkg. Seed .....	.75
5 lbs. or more, per lb. ....	2.75

Please send P. O. money orders or Express money orders.

We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.



ORDER SHEET

R. MORRILL & CO.

BENTON HARBOR, MICH.

Date..... 193.....

Ship to .....

Street or R.F.D. No. ....

City or Town .....

State .....

Money Order Enclosed for.....

QUANTITY		DOLLARS	CENTS
	Hearts of Gold Seed .....		
	<del>Peon State Tomato Seed</del> .....		
	Market Growers Journal .....Year .....		

Please write below the names and addresses of some of your friends who are Market Gardeners or Truck Gardeners and we will mail them a copy of our catalog.

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We, of course, cannot guarantee your crop, as poor results might come from adverse conditions, over which we have no control. No seedsman can afford to send out poor seeds.

We shall be pleased to have you tell us on the reverse side of this sheet regarding your past experience with Hearts of Gold Melon Seed.







*View in our melon fields at harvest time. The damaged foliage which shows in center of each vine was caused by a severe hail storm about August 1st. While vines were severely damaged all survived and came through, and made a good crop.*

## The Home Garden

**If You Have A "Home Garden"** this is the year of all years to plant it early, plant it full, enlarge it if possible.

And do not overlook that vacant lot near you you can also turn into a garden and thus grow for yourself an abundance of food for summer and winter.

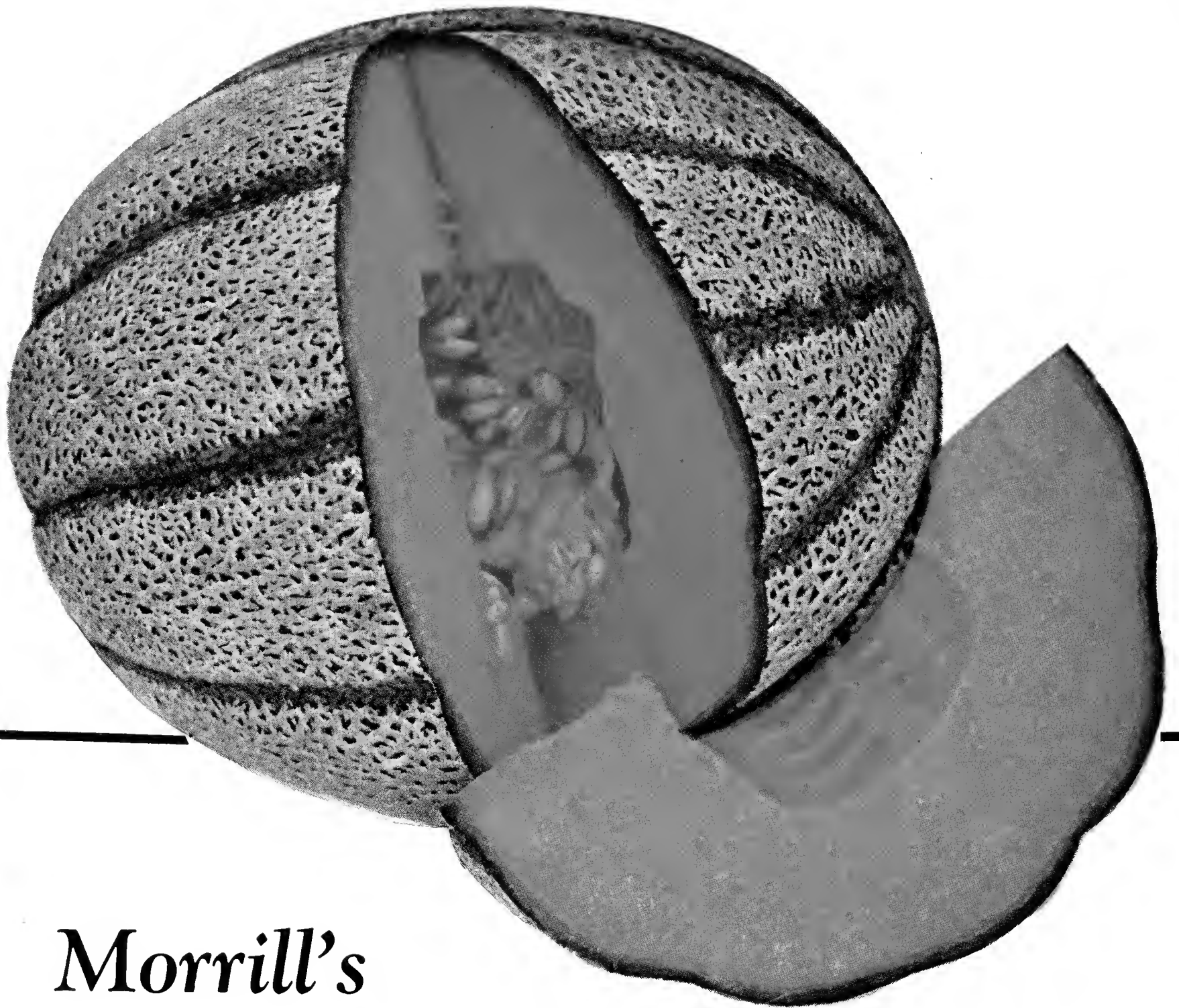
**If You are Farming** would it not be well to enlarge your usual garden to half again or double its size and thus grow more of your own family food requirements and some extra to sell?

**If You Grow For Market** it is certainly to your interest to grow all the very finest fruits you can produce. Then determine that your crops are going to be of the high-

est quality. There is always a demand for fruits that are of first quality, they sell themselves.

The very first and most important element that enters into successful gardening is the necessity of planting pure bred, high quality seeds. Hearts of Gold Seeds have bred within them the ability to produce first quality fruit, far greater yields and healthier plants. That is why those who plant them say they grow better and they yield better—they **KNOW FROM EXPERIENCE**. Cheap seeds at cheap prices are a risky investment, stay away from them.

We hope to receive your seed order and urge you to send it early and get your early plants started.



*Morrill's*  
**HEARTS of GOLD**  
*Melons*

top the market at every point  
in appearance, flavor, thick-  
ness of meat, popular demand  
and price

**R. MORRILL & CO.**  
Benton Harbor, Michigan